

CORPORATE IDENTITY STANDARDS MANUAL

TRAINING CENTRES



Yachting Australia
Training Centre

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INTRODUCTION

The launch of the new Yachting Australia Identity flags significant changes to the organisation beyond a name change. The identity is the visual articulation of Yachting Australia's commitment to implement these changes and should be viewed as a valuable asset.

In conjunction with the Member Yachting Associations (MYAs), Yachting Australia have developed a single yachting brand that all sailors and the yachting fraternity can embrace as their own.

Designed with classic simplicity and clarity, the identity positions yachting as a dynamic, contemporary, energetic player in the sports and lifestyle market. The brand will be supported by a clear message that yachting is a challenging, unique and enjoyable sport for all.

The challenge for Yachting Australia and the MYAs is to build a brand that is wholly endorsed by the yachting community at all levels of the sport. Through this endorsement the brand will provide a strong, united platform for continued growth.

By ensuring that the new Yachting Australia and MYA identities are applied in accordance with the standards laid out in this document, the full meaning and positioning of the identity will be consistently communicated.

All print material and any other proposed uses of the identity should be developed with careful consideration given to the guidelines contained here.

YACHTING AUSTRALIA TRAINING CENTRE IDENTITY

2.1 MASTER IDENTITY

The Yachting Australia Training Centre Identity (YATC) is comprised of the 'wave' symbol, a specially designed logotype and the 'Training Centre' descriptor.

The relationship between these elements is fixed and must not alter. The hand drawn lettering of the Yachting Australia logotype is unique and must never be reproduced using an existing typeface.

When appearing in text, the company name should always be referred to as Yachting Australia Training Centre.

The identity should not be adjusted or modified and must not be reproduced contrary to the guidelines in this manual.

All brand material is held by Yachting Australia Inc. and any requests for this material should be directed to them.



YACHTING AUSTRALIA

Yachting Australia Training Centre

2.2 YACHTING AUSTRALIA TRAINING CENTRE MASTER LOGOS

The YATC identity is shown below in full colour and in mono.

The identity is available in EPS, JPEG and BITMAP formats.



Logo - 1 colour
PMS 2747



Logo - Mono
Black

2.3 USING THE IDENTITY

The identity is available in EPS, JPEG and BITMAP (BMP) formats. These formats are supplied for a range of software platforms and reproduction requirements.

Reproduction of the logo must never be distorted and whenever possible ratio aspect locks and similar commands should be utilised within the particular software application.

EPS Format:

The EPS format allows the master logo to be enlarged or reduced as a vector file, without distortion or pixelation. This is the best and preferred format for the reproduction of the logo. This format should always be supplied to ensure correct use of the logo for all types of print reproduction including stationery, brochures, promotional collateral, internet, posters, banners and signage.

JPEG Format:

JPEG is a format that can be utilised only in the production of internal documents and PowerPoint presentations where software restrictions do not allow for the use of an eps file. The JPEG should never be enlarged from its original supplied size as this will cause the logo to pixelate. The JPEG should always be supplied at 300dpi high resolution at the size it will be reproduced.

BITMAP (BMP) Format:

BITMAP is a format that can be utilised only in the production of internal documents where software restrictions do not allow for the use of an EPS file. The BITMAP should never be enlarged from its original supplied size as this will cause the logo to pixelate. The BITMAP should always be supplied at 600dpi high resolution at the size it will be reproduced.

2.4 BACKGROUND FIELDS

The identity should not appear in full colour when reproduced on a strong coloured background which clearly hinders the legibility of the identity. This will occur if the background colour is too dark, similar in tone or the background colour creates too little contrast.

The identity may, however appear in full colour if the background colour is metallic silver PMS 877 or a tint (20% maximum) of Blue PMS 2747, Blue PMS 293 or black.



2.5 REVERSED

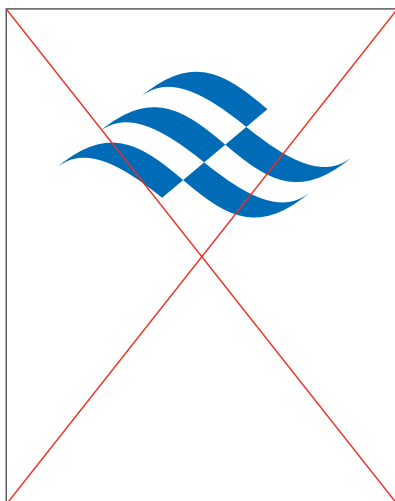
Where it is necessary to reproduce the identity on a dark background the logo should appear white.

PMS 2747, PMS 293 or black are the preferred background colours for the YATC identity, however other backgrounds that provide sufficient contrast, for ease of legibility may also be used.



2.6 INCORRECT USAGE

The identity should never be used in any of the following ways.



Never separate the 'wave' from the logotype. These elements are fixed and should always appear together.



Always use the coloured, mono or reversed identity. Do not alter the colour of the 'wave' or the logotype in any other way.



Never change the colour of the identity.

Never distort the identity

Never resize either of the elements of the identity.

2.7 MINIMUM SIZE

The minimum size for reproduction of the identity must be no less than 18mm, based on the width of the word 'Yachting' in the logotype.



2.8 ISOLATION AREA

The isolation area denotes the space around the logo in which no other type or graphic elements encroach. This space should be the minimum amount surrounding the identity when it is reversed or used on a block of colour.

The isolation area is 2 times the cap height of the word 'AUSTRALIA' in the YATC Logotype. This height is shown as 'X' on the diagram below.



CONTACT DETAILS

3.1 YACHTING AUSTRALIA ADDRESS

All original artwork files are held by Yachting Australia. Please contact:

Yachting Australia Inc.
18 Herbert Street
Artarmon NSW 2064

Locked Bag 806
Milsons Point NSW 2061

T 612 9902 2155
F 612 9906 2366

office@yachting.org.au
www.yachting.org.au